

MUSTANG

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browski is often asked. He recently addressed graduating seniors in the master's in business administration program at Villanova University. When Dabrowski fielded comments from the class after the talk, several of the students said, "Don't change our Mustang!"

Dabrowski said Ford has no intentions at this point of handing the development of its next-generation Mustang to an overseas manufacturer, like all its other small-car programs.

"We are very fond of the Mustang, and we have at this point in time no intention of establishing an association on the Mustang program as we know it," he added.

Ford tried to pass the Mustang program to Mazda earlier in the decade, but enthusiasts wrote Ford executives and pleaded with them to keep the Mustang an American car. The Mazda-based car eventually became the Probe.

Despite its almost cult-like fol-

lowing, Mustang sales have suffered along with sales of other small cars. Ford has had to close the Dearborn assembly plant, where Mustangs are built, several times this year because of a lack of orders. Ford sold 155,943 Mustangs from Jan. 1 to Dec. 10, 1989, compared to 160,679 in the year-ago period. The peak year for Mustang sales was 1966, with 549,436.

Dabrowski, who also is in charge of coordinating the development of the U.S. version of the CDW27, said that program is not over budget. Press reports last month indicated that the program was \$1 billion over budget.

He confirmed that Ford wants to put the next-generation Tempo/Topaz in its St. Louis assembly plant first and in Ford's Kansas City, Mo., assembly plant later. The Aerostar, presently built in St. Louis, would be built in Ford's Oakville, Ontario, plant under that scenario. Oakville presently builds the Tempo/Topaz.

REBATES

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The programs are a response "to an urgent request from our dealers to bring showroom traffic in," said Chrysler Motors Chairman Bennett Bidwell.

"Our dealers need traffic, and rebates on minivans will bring traffic," he said. "We're not looking to turn the market upside down by this program."

Bidwell said showroom traffic throughout the industry was down 30 to 40 percent from 1988 in the first 10 days of December.

He said Chrysler discussed with its dealers "a flat price rollback." Volkswagen of America reduced prices an average of 8.2 percent for 1990 models.

"We have been watching VW very carefully," Bidwell said. "But their dealers say it didn't work. People still want rebates."

Chrysler also looked at a program launched last month by Oldsmobile, which abolished customer rebates and directed almost all incentive cash to dealers.

But Bidwell said Oldsmobile dealers said floor traffic did not increase.

Bidwell said the \$1,000 rebates on minivans allow the company to retain overtime during the first quarter of 1990 at the two plants that build the vehicle: Windsor, Ontario, and St. Louis No. 2.

The rebate covers all passenger versions of the Dodge, Plymouth and Chrysler minivans.

The days' supply for those vehicles ranges from 81 days for the Dodge Caravan/Grand Caravan to

FINGERS

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compared with the same period last year, and announced that it will idle most of its assembly plants from Dec. 23 through mid-January to reduce inventory.

The Geo channel, in place more than a year, is Chevrolet's attempt at attracting import-intending buyers to its all-American showrooms. But recognition of the brand has been low, and Chevrolet dealers who sell Geo cars have not reached corporate sales goals.

Of Chevy's roughly 5,000 dealers, about 4,000 sell the Geo lineup, consisting of Japanese-built, Geo-badged vehicles.

In the Geo family are the entry-level Metro, sport-utility Tracker, the GM-Toyota joint venture Prism

INVENTORIES

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very selective on what we're ordering," he said. "Buick is 60 days — about the best we've had it in two years."

He added, "Lexus has been incredible for us. It's saving our neck."

Domestic-car stocks totaled 1,658,503 on Dec. 1. The U.S. automakers — Big 3 and transplant — had about 109,000 more unsold cars than they had on Nov. 1.

Import-car stocks grew 6.50 percent to 621,558 on Dec. 1, for the 74-day supply.

Last year's Dec. 1 import inventories were higher than this year's in number of units, but 1988's faster selling pace made that a 66-day supply.

Days' supplies exceeded four months for some imports: Audi, Alfa Romeo, Suzuki and the captive imports of Chrysler Motors and Ford Motor Co.

Combined domestic and import car stocks for Ford Motor Co. climbed 7.81 percent to 509,800 or 92 days, up from 75 days in November.

The only Ford car line to reduce stocks in November was Lincoln, which had a lean 45-day supply on Dec. 1.

Chrysler Motors had 260,479 unsold domestic and import cars in stock for a 92-day supply, up from 79 days on Nov. 1. Models with more than four months' worth of cars were Laser, LeBaron, New Yorker and Daytona.

Honda and Nissan were the only Japanese companies with transplant operations to shave their combined U.S.-built-and-import car stocks during November. Honda began the month with 66,159 unsold cars, equal to a 30-day supply. Last month, it had 31 days' worth.

Nissan reduced combined car stocks by 4.89 percent to 142,109, equal to an 88-day supply, down from 99 days last month.

Toyota's car stocks were 10.43 percent higher on Dec. 1, for a

IMPORTS

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verse imports."

Toyota announced a 300 billion yen (\$2.1 billion) import plan that covers a variety of components and is supposed to increase the company's annual import rate 250 percent.

Included is a proposal to import right-hand drive vehicles from Kentucky from 1992, with an eventual target of 40,000 units a year.

Honda presented plans to increase imports 250 percent over its 1988 figures by 1992. Besides parts, motorcycles and helicopters, Honda will increase the import of Ohio-made vehicles to 50,000 units a year from the current rate of approximately 5,000.

Mazda proposes an even more ambitious plan that calls for raising imports, largely Ford-badged units from Flat Rock, Mich., to 60,000 in 1992.

Mazda's total package, which includes a variety of automotive parts and materials, comes to 200 billion yen (\$1.4 billion), an increase of four times the company's 1988 level.

Isuzu is the latest to announce its plan for 1992.

It will multiply 1988 figures nearly four times for a total of 75 billion yen (\$534 million).

The plan covers air bag systems and other components as well as

IMPORT DAYS' SUPPLIES

	Dec. 1 1989	Nov. 1 1989	Dec. 1 1988
Chevrolet	122	114	195
Chrysler Motors	119	106	131
Acura	61	52	49
Daihatsu	45	65	87
Honda	29	30	18
Isuzu	95	113	174
Lexus	27	30	—
Mazda	64	94	64
Mitsubishi	149	123	85
Nissan	86	99	72
Subaru	108	91	69
Suzuki	359	170	337
Toyota	62	49	20
JAPAN	74	69	56
Audi	143	94	153
BMW	73	60	73
Mercedes-Benz	35	27	45
Mercury	8	22	170
Porsche	87	90	95
VW	116	91	139
GERMANY	81	68	98
Alfa Romeo	177	114	144
Ford	122	103	136
Hyundai	56	41	75
Jaguar	31	34	34
Peugeot	90	90	90
Pontiac	100	108	82
Eagle/Chrysler	116	139	210
Saab	76	61	60
Sterling	73	73	105
Volvo	53	57	51
Yugo	119	120	133
Other Countries	69	62	88
Total Import Cars	74	68	68
Daihatsu	18	—	—
Geo Tracker	185	182	—
Isuzu	83	81	111
Mazda	64	54	88
Mitsubishi	77	95	87
Nissan	39	60	56
Range Rover	37	27	34
Suzuki	228	104	297
Toyota	56	49	30
Dodge	108	100	140
Total Imp. Trucks	68	69	74
Total Imp. Vehicles	73	68	67

*Includes domestic trucks

48-day supply, up from last month's 45 days.

Combined car stocks for Mazda rose 15.86 percent in November to 57,301, equal to a 71-day supply, up from 68 days on Nov. 1.

The total import car and truck stockpile on Dec. 1 grew to 765,626, a 73-day supply, up from last month's 68-day supply.

Import truck stocks rose to 144,068 for a 68-day supply. But better sales reduced the days' supply by one day from Nov. 1.

Volvo, Opel, GM and the Subaru-Isuzu plant in Lafayette, Ind.

Nissan will use overseas facilities to double the level of imports.

But Nissan's primary emphasis in what it calls its "international cooperation program" is on reducing exports rather than increasing imports.

No set figure on imported vehicles has been announced.

Simply adding up the known reverse import plans for the four companies comes to a total of 170,000 a year.

That would match the total 1989 figures for all imported-car sales in Japan — an indication the import market in Japan will at least double in the next three years.

Judging from the domestic sales plans of most companies, they are expecting aggressive growth through 1992, possibly topping the six million mark for passenger cars.

Hyundai wage freeze for executives, managers

SEOUL, South Korea — Hyundai Group executives are being urged to accept a wage freeze next year as an example to workers.

Chung Ju-yong, honorary chairman and founder of Hyundai, suggested that salaries for every-

DOMESTIC DAYS' SUPPLIES

	Dec. 1 1989	Nov. 1 1989	Dec. 1 1988
Talon	81	75	—
Premier	210	132	129
Total Eagle	138	105	129
Horizon	104	69	105
Laser	148	128	—
Sundance	58	59	61
Reliant	70	56	47
Accclaim	75	66	32
Caravelle	—	—	100
Gran Fury	—	—	45
Total Plymouth	80	69	62
LeBaron K.	—	—	81
LeBaron J.	154	99	73
LeBaron GTS	250	130	146
Fifth Avenue (rwd)	104	105	152
Fifth Avenue (fwd)	107	102	—
Imperial	92	—	—
New Yorker C.	125	97	70
New Yorker E.	—	—	143
Total Chrysler	130	100	82
Omni	116	59	107
Shadow	48	50	65
Daytona	152	121	92
Aries	68	53	44
Lancer	205	142	211
Spirit	82	73	79
Diplomat	—	—	75
Dynasty	59	49	49
Dodge 600	—	—	94
Total Dodge	76	66	67
CHRYSLER MTRS.	89	75	72
Escort	146	108	63
Mustang	92	100	85
Tempo	91	51	64
Taurus	64	51	66
Thunderbird	98	71	138
Probe	132	112	65
Crown Victoria	106	75	75
Total Ford Div.	101	78	77
Tracer/Lynx	73	74	156
Topaz	112	86	69
Sable	92	72	81
Cougar	109	97	138
Grand Marquis	83	63	90
Total Mercury	95	78	84
Continental	61	66	36
Town Car	33	47	82
Mark VII	83	61	102
Total Lincoln	45	56	58
Total L-M Div.	75	71	75
FORD MOTOR CO.	92	74	77
Skyhawk	74	65	144
Somerset/Skyark	101	90	114
Century	94	97	78
Regal	160	169	110
LeSabre	70	74	77
Roanet	83	68	158
Electra	101	105	92
Riviera	85	101	68
Total Buick	95	97	92
Cimarron	—	—	46
Allante	102	100	194
Seville	61	80	52
DeVille	78	74	43
Brougham	50	71	60
Eldorado	86	94	77
Total Cadillac	70	76	51
Geo Prizm/Novia	132	117	172
Cavalier	91	66	70
Camaro	146	124	78
Celebrity	109	88	67
Corsica/Beretta	138	117	114
Lumina/Monte Carlo	94	67	91
Caprice	76	83	78
Corvette	85	109	104
Total Chevrolet	108	88	86
Firenza	—	—	110
Calais	87	89	85
Cutlass Ciera	83	68	59
Cutlass Supreme	156	140	82
88	104	98	78
98	90	88	61
Toronado	63	89	110
Total Oldsmobile	103	96	78
Fiero	—	—	129
Sunbird	93	41	52
Firebird	155	136	115
Grand Am	86	72	62
Pontiac 6000	99	57	60
Grand Prix	120	141	111
Bonneville H	96	105	97
Safari/Parisienne	55	48	105
Total Pontiac	101	79	80
GENERAL MTRS.	99	88	81
HONDA	30	32	15
MAZDA	114	99	58
MITSUBISHI	67	55	—
NISSAN	96	102	66
TOYOTA	23	35	13
DOM. TOTAL	88	77	73
Subcompact	62	60	52
Compact	78	62	59
Intermediate	99	86	82
Standard	78	78	70
Specialty	86	95	124

Truck output dips; 2 Ford plants down

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto production leaped above the prior week's build, but truck output slipped as Ford Motor Co., idled two plants, cutting the schedule by about 8,300 units.

With only one car plant closed last week because of bloated inventory, automakers scheduled 146,660 units, 13.14 percent above the previous week but 12.97 percent below the year-ago week.

So far this year, 6,689,585 cars have been assembled, 3.57 percent below last year's build at this point.

Last week's estimated production was split as follows: General Motors, 46.16 percent; Ford Motor Co., 22.25 percent; Chrysler Motors, 13.26 percent; Honda of America Manufacturing, 5.22 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.06 percent; Toyota Motor Manufacturing U.S.A., 2.85 percent; New United Motor Manufacturing Inc., 2.66 percent; Diamond-Star Motors, 2.55 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.62 percent; and Subaru-Isuzu Automotive, 0.37 percent.

Truck output was estimated at 81,971 units last week, 9.98 percent below the prior week and 12.29 percent below the year-ago week.

Year-to-date, 4,011,548 trucks have been assembled, 0.82 percent below last year's build at this time.

GM idled its Reatta plant in Lansing, Mich., today because of high inventory. The plant will be closed until after the holidays.

Ford halted production at its Lorain, Ohio, truck plant last week because of softening sales. Also, its Twin Cities truck plant in St. Paul, Minn., was shut down because of a component shortage. Both plants were expected to resume operations today.

Chrysler's Jefferson Avenue plant in Detroit was closed last week because of slow sales. The plant is scheduled to resume production today.

Ford's Wixom, Mich., and Kansas City, Mo., car plants and its and Norfolk, Va., truck plant were slated for overtime last Saturday.

All assembly plants will close Friday for the holidays.

Canadian cars at 3-year high

Canadian automakers last week scheduled the highest weekly output in more than three years.

Targeted production of 27,353 was the highest weekly projection since the 27,559 built the week ended Nov. 8, 1986.

Last week's estimated car build was 10.55 percent more than the prior week and 48.82 percent more than the year-ago week.

Truck assembly of 20,818 increased 1.01 percent over the previous week but dipped 1.70 percent from the year-ago week.

Chrysler Motors will idle its Pillette Road plant in Windsor, Ontario, for two week's beginning Jan. 2. About 2,200 hourly workers will be affected by the shutdown.

U.S. CAR	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1989	Week Ended Dec. 18, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1989
Horizon	0	1,586	0	0	31,888	77,979
Sundance	1,909	2,303	1,922	4,231	96,851	102,979
Pelican	0	2,442	0	0	0	90,778
Accclaim	2,200	1,911	2,430	5,109	124,489	6,232
Caravello	0	0	0	0	0	9,285
Gran Fury	0	215	0	0	0	19,917
Total Plymouth	4,100	7,532	4,356	9,358	254,948	307,150
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,700	2,963	2,747	5,929	90,635	98,101
LeBaron GTS	0	217	0	0	2,946	9,315
N. Yorker C-Class	700	2,832	673	1,558	73,907	104,257
Fifth Avenue	700	1,032	673	1,510	25,145	32,606
Imperial	550	0	535	1,195	5,153	0
Total Chrysler	4,850	7,944	4,829	10,190	261,788	242,191
Omni	0	1,854	0	0	33,545	76,537
Daytona	1,800	1,917	1,815	3,980	72,431	77,623
Shadow	2,600	2,540	2,679	5,791	191,289	100,865
Aries	0	2,258	0	0	0	90,246
Dodge 600	0	0	0	0	0	8,549
Dynasty	3,800	3,503	2,790	7,129	130,387	110,894
Lance	0	215	0	0	1,528	9,146
Spirit	2,500	1,233	2,430	5,300	107,949	6,953
Diplomat	0	313	0	0	0	18,733
Total Dodge	10,700	13,633	9,722	22,254	447,029	499,346
CHRYSLER MOTORS	19,450	28,214	18,705	41,880	903,793	1,046,687

Escort	3,082	9,204	3,077	6,746	332,840	405,085
Mustang	3,580	4,528	0	4,247	180,385	195,830
Tempo	2,982	3,934	3,203	6,643	143,880	179,166
Taurus	8,331	8,790	7,461	17,357	353,532	306,467
Thunderbird	3,740	3,220	0	3,740	133,677	109,197
Total Ford Div.	21,704	28,676	13,741	38,733	1,144,322	1,275,745
Topaz	1,438	1,589	1,177	2,679	85,244	69,078
Cougar	1,786	2,987	0	1,786	112,700	85,398
Sable	2,025	3,061	1,832	4,297	115,091	132,416
Total Mercury	5,249	7,647	3,009	8,982	292,954	286,892
Continental	1,264	1,806	1,102	2,707	63,411	53,768
Mark VII	627	902	543	1,283	20,983	27,956
Town Car	3,750	2,710	3,255	7,730	124,223	120,777
Total Lincoln	5,684	5,418	4,900	11,721	208,617	202,501
Total L-M Div.	10,933	13,005	7,909	20,683	501,571	489,393
FORD MOTOR CO.	32,637	42,741	21,650	59,415	1,645,883	1,765,138

Skyhawk	0	1,168	0	0	6,913	28,457
Stylark/Somerset	1,920	1,646	1,888	4,206	66,480	53,517
Century	1,953	3,347	2,153	4,508	121,014	136,917
Riviera	517	741	554	1,551	22,087	12,720
Elcira	2,138	2,486	2,132	4,693	78,236	89,103
LeSabre (hwd)	4,120	3,050	4,105	9,014	152,752	131,570
LeSabre (rwd)	280	179	280	579	7,879	9,631
Reatta	197	272	280	517	6,428	9,517
Total Buick	11,125	12,860	11,352	25,067	461,779	473,432
Camaro	0	0	0	0	0	3,693
Eldorado	449	903	549	1,107	28,738	34,485
Seville	833	667	843	1,811	23,483	22,820
Brougham (rwd)	1,318	1,073	1,238	2,805	53,664	35,502
DeVille (hwd)	3,775	4,585	3,487	8,037	178,459	199,763
Atlanta	75	75	75	165	3,112	2,164
Total Cadillac	6,450	7,313	6,192	13,924	287,430	258,427
Cavalier	6,282	7,453	6,252	13,989	349,391	347,300
Camaro	2,443	2,382	2,275	5,111	98,916	97,207
Celebrity	0	4,329	0	0	70,720	185,168
Corsica/Beretta	8,980	9,240	8,902	19,324	350,522	424,575
Caprice	2,688	3,497	2,885	5,924	180,245	200,141
Corvette	580	450	580	1,232	24,650	22,333
Total Chevrolet	20,923	27,361	20,721	45,581	1,063,444	1,276,724
Cole	1,080	3,157	1,575	3,585	86,013	116,249
Fierro	0	0	0	0	0	5,230
Cutlass Ciera	2,148	1,858	1,978	4,573	85,378	36,788
Cutlass Supreme	4,020	3,626	4,025	8,045	111,585	137,431
Toronado	440	375	382	904	9,849	14,926
88 (hwd)	2,478	3,104	2,499	5,463	138,540	153,493
88 (rwd)	148	282	194	280	7,533	10,850
90	1,425	2,288	1,315	3,037	70,089	73,632
Total Oldsmobile	12,348	14,450	11,848	25,867	500,007	548,599
Sunbird	3,858	3,245	3,798	8,282	140,080	110,149
Grand Am	4,800	5,120	4,582	10,340	221,824	237,713
Firebird	908	1,554	881	2,040	55,860	64,886
Grand Prix	3,880	3,374	0	3,880	121,151	136,046
Pontiac 6000	1,885	2,373	1,854	3,847	77,345	92,293
Bonneville	1,884	2,719	1,859	3,857	80,437	119,342
Safari/Pontiac	0	114	0	0	2,801	7,232
Fiero	0	0	0	0	0	13,297
Total Pontiac	16,835	18,489	12,554	31,844	718,198	780,958
GENERAL MOTORS	87,681	90,492	82,667	142,263	3,037,862	3,338,140

Monthly estimates may contain error of one or two units due to rounding.
*—Total includes GM, GM, and Ford Probe

CANADIAN CAR	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1989	Week Ended Dec. 18, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1989
Monaco	549	0	0	549	549	0
Premier	658	1,278	0	658	31,506	59,093
CHRYSLER MOTORS	1,207	1,278	0	1,207	32,055	59,093
Tempe	3,380	3,314	3,027	6,950	127,950	167,050
Topaz	1,440	1,783	1,288	2,971	57,043	68,055
Crown Victoria	2,682	2,681	1,799	4,965	115,272	126,952
Grand Marquis	3,088	2,850	3,257	6,880	126,285	128,589
FORD MOTOR CO.	10,580	10,808	9,371	21,786	426,558	490,656
Celebrity	510	218	501	1,237	26,042	19,947
Cutlass Ciera	3,050	4,135	2,973	6,498	119,488	216,219
Lumina	7,600	0	7,584	16,804	187,580	0
Pontiac 6000	0	0	0	0	0	29,890
Regal	1,046	0	867	2,128	73,107	139,613
GENERAL MOTORS	12,206	4,353	11,935	26,488	406,198	405,469
HONDA	2,100	1,781	2,085	4,581	84,286	48,251
HYUNDAI*	300	0	300	600	14,180	0
TOYOTA	800	0	861	1,833	18,803	0
VOLVO	180	180	180	306	7,918	6,381

Total Cars, Canada 27,353 18,380 24,742 56,929 980,979 1,008,850

U.S. TRUCK

Caravan	2,000	2,283	2,472	4,985	104,775	91,342
Dakota	2,100	2,501	2,227	4,779	92,209	106,702
Caravan C/V	50	170	94	188	6,297	11,676
Ram pickups	1,700	2,501	1,813	3,881	89,037	85,198
Total Dodge	5,850	7,455	6,606	13,814	292,318	294,918
Cherokee	4,300	3,887	4,251	8,551	202,806	182,518
Comanche	350	732	330	680	25,080	42,817
Grand Wagoneer	300	350	325	625	9,587	13,859
Wagoneer	50	201	95	145	7,405	10,576
Total Jeep	5,000	5,180	5,001	10,001	244,888	249,770
Voyager	1,900	1,867	2,316	4,708	97,996	84,320
Town & Country	25	0	40	72	3,218	0
Total C-P Div.	1,925	1,867	2,356	4,780	101,214	84,320
CHRYSLER MOTORS	12,775	14,502	13,963	28,595	636,400	625,462
Aerostar	4,000	5,817	4,040	8,872	213,745	203,780
Bronco	1,443	2,110	1,427	3,137	68,930	57,736
Bronco II	2,472	3,353	2,434	5,470	115,889	119,885
Econoline	0	5,047	4,094	4,582	203,432	237,145
Mediums/Heavies	1,290	1,371	1,304	2,858	55,802	63,416
Light trucks	11,247	12,985	11,552	25,077	507,385	486,013
Ranger	3,620	8,003	6,873	11,773	300,584	318,592
Total Ford Div.	24,072	38,686	31,724	62,069	1,463,767	1,468,357
FORD MOTOR CO.	24,072	38,686	31,724	62,069	1,463,767	1,468,357
Astro	2,900	3,586	2,731	6,208	155,533	171,157
Blazer	538	607	548	1,192	25,366	25,809
Lumina APV*	1,754	0	1,750	3,743	19,116	0
Mediums/Heavies	461	0	515	1,068	8,892	20,027
P-Model	795	964	732	1,527	28,741	39,633
Pickups	8,294	0,065	8,546	18,641	389,386	363,325
S-10	5,546	6,165	5,306	12,162	234,783	296,600
S-10 Blazer	3,447	4,071	3,507	7,805	168,234	188,156
Sportsvan/Van	1,900	0	1,984	4,246	92,564	86,204
Suburban	1,477	1,717	1,502	3,280	69,038	69,322
Total Chevrolet	27,112	26,175	27,121	59,672	1,181,337	1,240,233
Jimmy	164	221	155	351	8,075	7,536
Mediums/Heavies	759	0	394	1,245	13,682	35,186
P-Model	85	43	105	190	3,852	4,919
Pickups	3,130	2,814	3,222	6,948	120,475	111,550
S-15	1,223	968	1,477	2,743	57,093	67,965
S-15 Jimmy	873	1,112	866	1,986	49,163	47,098
Safari	1,000	824	1,292	2,468	43,984	43,907
Suburban	630	768	620	1,380	31,216	30,344
Vandura/Rally Vans	580	0	478	1,170	29,036	30,617
Total GMC	8,424	6,750	8,639	18,481	356,576	379,122
Olds Silhouette*	382	0	380	824	3,885	0
Pontiac Trans Sport*	681	0	680	1,429	7,162	0
GENERAL MOTORS	36,579	32,925	36,800	80,407	1,543,887	1,619,355
HAVISTAR	1,495	1,873	1,507	3,304	75,601	84,231
NISSAN	3,060	2,721	3,971	6,747	120,378	93,282
SUBARU-ISUZU*	540	0	540	1,188	5,775	0
AM GENERAL*	450	450	450	990	22,140	22,230
MISCELLANEOUS*	3,000	2,300	3,000	6,800	141,600	113,620

Automotive News

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December 25, 1989

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42 Big 3 plants slate Jan. layoffs

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 will close 42 of their 62 assembly plants for a week or more in January, giving approximately 140,000 workers in the United States and Canada an unexpected winter vacation.

The U.S. automakers are cutting back production to control inventories. At the same time, Japanese transplants plan to reopen all of their plants Jan. 2 after the Christ-

mas shutdown.

The one- to three-week January shutdowns represent lost production of as many as 400,000 domestic cars.

This represents the biggest layoff in the hourly work force since the deep recession year of 1982. That year's car production of 4.9 million was the lowest since 1958.

"I don't think you've had anything of this current size since going back six or seven years," said

auto analyst David Healy of the New York City-based investment firm Drexel, Burnham Lambert.

General Motors is laying off 88,000 workers and idling 23 of its 34 assembly plants in the United States and Canada.

The production cutbacks are not as bad as in the last full recession year. In 1982, GM had 150,000 hourly workers on layoff, said Richard F. O'Brien, vice president of personnel administration and de-

velopment staff. O'Brien said GM has not hired any unskilled hourly workers since 1986.

Ford Motor Co., which has hired about 1,000 production workers this year and was clipping along at a 25 percent overtime rate at this time last year, is temporarily closing 11 of its 16 assembly plants, idling 25,400 workers. Chrysler Motors is closing 8 of 12 assembly plants, giving 25,700 workers additional time off.

The layoffs range from one to three weeks, representing about 1.1 million worker days.

The seven Japanese automakers producing vehicles in the U.S. plan no downtime next month. Like the domestics, they shut down for a week for the Christmas holidays.

Like the wholly owned Japanese plants, the Japanese-American joint ventures — Diamond-Star Motors Corp. (Chrysler Motors and

see LAYOFFS, page 29

1989 Newsmakers of the Year

Inside Section:

The Year in Review

Follows Page 18



George Best: His presidency changed the federal stance on auto issues — emissions, safety, CAFE, trade policy. He has backed up his claim that he would be the environmental president.



Sir John Egan: Took Jaguar from the pits back to respectability and made the shareholders rich; failed to remain independent and succumbed to Ford's hostile takeover.



Lee Iacocca: Cut Chrysler's budget, groused about unfair traders, announced the Detroit Jefferson Avenue plant will close, appeared callous about layoffs and lost car share.



Michael Moore: Took some unpleasant raw reality and made *Roger and Me*, a fabulously successful and hilarious look at it; has world's largest industrial corporation squirming.



J.C. 'Jim' Perkins: After four years with Toyota, he left his post as chief of Lexus and returned to General Motors to apply his Japanese marketing lessons at once-dominant Chevrolet.



AUTOMOTIVE NEWS STAFF REPORTER

Ray Green: "I want everything for dealers that Ron wants, but ... I'm more apt to negotiate."

'HI, RAY'

New leader at NADA brings a quiet style

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

When Ray Green strides into his Springfield, Ill., Toyota dealership, his son Todd rises from behind a plain metal desk, extends a hand and says cheerfully, "Hi, Ray."

Both of his sons call him Ray, instead of Dad, an idiosyncrasy he says doesn't bother him, but does annoy his wife.

Green, 62, is the 1990 president of the National Automobile Dealers Association. His term will begin during the NADA convention in Las Vegas in February.

Soft-spoken and somewhat aloof, he is keenly aware that current president Ron Tonkin will be a tough act to follow.

"I want everything for dealers that Ron wants," said Green. "But you can climb into the ring and box, or you can negotiate. I'm more apt to negotiate with manufacturers and distributors than get into the ring with them."

He also knows that comparisons with Tonkin are inevitable, largely because Tonkin's confrontational style has been popular with dealers.

But by nature, Green will take a lower profile, preferring to work behind the scenes

see GREEN, page 29



Donald Peterson: Announced his surprise retirement from Ford after huge successes — improved car share, intros of exciting top sellers and the purchase of Britain's Jaguar.



Roger Smith: While the GM chairman unwittingly starred in the hit movie *Roger & Me*, market share kept dipping even as the General launched more new products than at any time in its history.



Ron Tonkin: NADA's president aggressively represented dealers and made headlines all year — Rough Riders, possible dealer finance company, call for 30-day or 15-day inventory.



Kenichi Yamamoto: Mazda's chairman redefined a corporate image that was nebulous at best, turned Mazda into a niche marketer and produced the marvelous Miata and MPV.



Yutaka Kume and Elji Toyoda: Brought about Infiniti and Lexus lines, respectively; those new luxury cars from Nissan and Toyota have changed the upper end of the auto market.

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py Holidays!

Week and next, Automotive News is dated on a holiday, and our staff enjoy a few days off. Offices are closed Dec. 25 and 26 and Jan. 1 and 2. Wish all our readers a joyous holiday and a prosperous new year.



Stealth and 3000GT aimed at different targets

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — From mechanically identical platforms, Dodge and Mitsubishi Motor Sales of America will be selling widely divergent sports cars for 1991.

The divisions will need to target different audiences if they are to reach the combined total of 30,000 to 35,000 units annually projected by Mitsubishi Motors Corp., which builds the cars. Neither Mitsubishi nor Dodge has ever offered a high-performance \$30,000 car before, but they will bracket that mark next fall.

Dodge will take the low road toward its goal of more than 20,000 units in a highly competitive sports car market. It will have three versions of the Stealth, including a 300-horsepower, twin-turbo, all-wheel-drive RT model that will compete directly against Chevrolet Corvette. But most will be base model versions with a single-overhead cam, 145 hp V-6 and front-wheel drive that will be priced "well below \$20,000."

"We want to get down close to Toyota Celica territory, where there is bigger volume," said Dwight L. Johnson, Dodge R-body product planner.

The balance of the Stealth line will consist of a 24-valve, 205-hp V-6 version and only 4,000 to 5,000

of the RT, which will be priced just under \$30,000, said E.H. Brust, Chrysler's chief product planner.

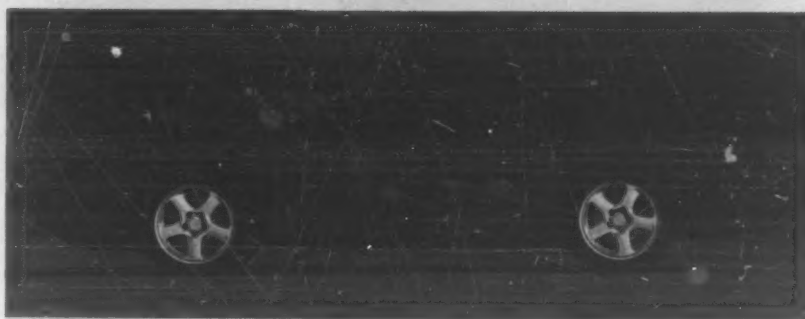
Mitsubishi will also have three versions of its 3000GT. But equipment and technological features are higher at each level for the 3000GT than the Stealth. Prices will be several thousand dollars higher, too, ranging from roughly \$22,000 to \$32,000.

While Dodge expects most Stealth sales from the low-priced version, Mitsubishi believes it will sell 70 percent of its volume in the top-end VR-4 model. That model will have four-wheel steering, all-wheel drive and twin-turbos. Lower-priced models are each expected to account for 15 percent of 3000GT sales.

Annual volume is projected at 10,000-12,000, said Dick Recchia, executive vice president and chief operating officer of Mitsubishi Motor Sales of America.

Dodge and Mitsubishi's different approaches not only give each other marketing breathing room, they also reflect differences in the product lineup of the two.

The 3000GT must be positioned above the higher-volume Mitsubishi Eclipse, which has a turbo, all-wheel-drive model priced about \$18,000, said Ron Kusumi, product planning manager for Mitsubishi's U.S. sales arm.



Dodge will offer three versions of the Stealth, including a 300-horsepower, twin-turbo, all-wheel-drive RT model that will compete directly against the Corvette.

Car offers 300 hp, at \$100 per horse

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

KITSUREGAWA, Japan — Mitsubishi will challenge more established high-end, mass market sports cars by packing its 1991 Dodge Stealth/Mitsubishi 3000GT with performance technology while underpricing much of the competition.

The technological showcase will be the top version for Mitsubishi Motor Sales of America, the 3000GT VR-4.

It's likely to be priced at just over \$30,000 when introduced next September.

Intended to compete with the

Porsche 944 Turbo (\$41,900), Nissan 300ZX Turbo (\$33,000) and Toyota Supra Turbo (\$25,200), the 3000GT VR-4 will have a 300-horsepower, 3-liter, double-overhead cam V-6 engine with twin turbochargers, twin intercoolers and 24 valves. Peak horsepower is reached at 5,500 rpm, with torque rated at 307 pounds-feet at 2,500 rpm.

Linked with a five-speed manual transmission built by West Germany's Getrag and full-time all-wheel drive with viscous clutch limited-slip center and rear differentials, the 3000GT VR-4 has a top speed of 162 mph and a 0-60 mph

acceleration time of 5.4 seconds. The VR-4 comes with low-profile 45-series tires on 17-inch aluminum-alloy wheels.

The power-assisted brakes use ventilated 16-inch discs with four-piston aluminum calipers in front and ventilated 15-inch discs in the rear.

The VR-4 will come standard with Mitsubishi's first four-wheel steering system offered in the U.S. market, plus an electronically controlled adjustable suspension that gives the driver a choice of sport or touring modes.

The driver can also select normal see STEALTH, page 30

NADA sees million-unit dip in 1990 car-truck sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Economists at the National Automobile Dealers Association predict that sales of new cars and light-duty trucks will fall about a million units to 13.7 million in 1990.

NADA predicts weak economic growth in 1990, but no recession.

"There is a retrenchment on the part of the consumer, plus the normal cyclical downturn," said Tom Webb, NADA chief economist.

NADA expects total 1989 sales to be 14.7 million units or less. Webb estimated full-year declines of 5 percent for domestic cars, 7 percent for imports and 3 percent for light trucks.

In a press release, NADA said

the monthly car payment is outpacing the rise in families' income because of higher prices and a recent reduction in the average length of a new-car loan. The last time that happened was the recession of 1980-82, Webb said.

"Monthly payments to finance new vehicles will continue to outstrip the rate of increase in family income in 1990," he said.

Webb pegged 1990 sales at 9.3 million cars and 4.4 million trucks. He expects economic growth next year of 1.9 percent with inflation at 4.5 percent.

He looks for a drop in the prime interest rate from the current 10.5 percent to 9.5-9.9 percent.

Webb also predicts a marginal weakening of the dollar against foreign currencies and a soft consumer attitude in the first quarter.

NADA said that despite the 20 percent drop in sales of subcompacts in 1989, that segment will stabilize as domestic manufacturers step up efforts to improve fuel economy ratings.

Compacts will continue to gain market share through new models and increased domestic competition. In the intermediate and full-sized segments, NADA said sales will hinge largely on General Motors' ability to reverse its loss of market share.

Lexus and Infiniti are expected to garner 7.5 percent of the luxury market. NADA predicts that those new lines will take more market share from domestic automakers than from Europeans.

And because replacement demand has dampened in the light-duty truck market, full-sized pickup sales will decline as commercial demand lessens, NADA said. Sales of sport-utility vehicles and passenger vans are expected to hold up well.



Poling

Sarni

Poling to outline issues of '90s at World Congress

DETROIT — Harold "Red" Poling, the chairman-designate of Ford Motor Co., will speak on "The Challenges of the '90s: New Realities, New Responsibilities, New Responses" when he leads off the 1990 Automotive News World Congress

on Sunday evening, Jan. 7. The 14th Automotive News World Congress will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and will draw industry leaders from around the world.

The second Sunday night keynote speaker will be Vincent Sarni, chairman and chief executive officer of PPG Industries. His topic is "Supplier Survival: An Agenda for the Nineties."

Poling, currently Ford's vice chairman, will succeed retiring Ford Chairman Donald Petersen next March. Poling has been one of the chief architects of the company's turnaround during the 1980s.

He became executive vice president of Ford's North American automotive operations in 1980 after serving as president and then chairman of Ford of Europe in the late 1970s. He was Ford Motor president from 1985 to 1987, a vice chairman, Poling oversees all of the company's main business groups —

1990 WORLD CONGRESS SPEAKERS

SUNDAY, JAN. 7

7:45 p.m.
Harold "Red" Poling, vice chairman, Ford Motor Co.
8:30 p.m.
Vincent A. Sarni, board chairman and CEO, PPG Industries

MONDAY, JAN. 8

9 a.m.
William Bruce, general manager, Infiniti
9:45 a.m.
Owen Bleher, president, UAW
10:30 a.m.
James O'Neal, president, Arnold Palmer Automotive Group
11:15 a.m.
Brian Bowler, president and CEO, Porsche Cars North America
2 p.m.
Nelson Gonzales, Buick City plant manager
Susan Shackson, director, public policy development office, Ford Motor Co. governmental relations staff

2:50 p.m.
Laurel Cutler, vice president, consumer affairs, Chrysler Motors
Yakeshi Tanuma, president and CEO, Nissan Research & Development
3:45 p.m.
John Hammond, managing partner, J.D. Power and Associates
Elmer Kastelle, service manager, Motorcars Honda, Cleveland Heights, Ohio and Jim Sellar, service manager, Bloomington Acura, Bloomington, Minn.
7:30 p.m.
Jerry Curry, administrator, NHTSA
8:15 p.m.
Bennett Bidwell, chairman, Chrysler Motors

TUESDAY, JAN. 9

8:30 a.m.
Jerry Benfield, president, Nissan Motor Manufacturing Corp. U.S.A.

9:15 a.m.

J. Michael Leach, general manager, Oldsmobile
2 p.m.
Shigenori Fukuda, general manager, Design Division, Mazda Motor Corp. and Mark Jordan, assistant chief designer, Mazda Research & Development
Leonard Sherman, vice president, Booz-Allen & Hamilton
2:50 p.m.
Dr. Roberts J. Nichols, director, alternative fuels research, Ford Motor Co.
Jack Reilly, senior vice president and general manager, American Isuzu Motors
3:45 p.m.
Janet Thompson, vice president, advertising, Mazda Motor of America
Charles Miller, executive vice president, TRW Occupant Restraint Systems

TUESDAY EVENING GALA

7:30 p.m.
Ron Tonkin, president, National Automobile Dealers Association
8:15 p.m.
Charles Jordan, vice president, GM design staff

WEDNESDAY, JAN. 10

9 a.m.
Donald Hudler, vice president, sales, service and marketing, Saturn Corp.
9:45 a.m.
Roy Roberts, vice president and general manager, truck operations, Navistar International Transportation Corp.
10:30 a.m.
John Damoc, vice president of brand marketing, Chrysler Motors
11:15 a.m.
Maryann Keltner, vice president, Furman Selz Mager Dietz & Birney

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automotive, financial services and diversified products.

For further information, write Wendy Barhydt, World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150 or telephone 313-936-1040.

U.S. auto trade deficit up 3% for September

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks increased 3.3 percent in September over the year-ago total, reversing a 4.0 percent improvement in August.

The latest figures from the U.S. Commerce Department peg the automotive trade deficit in September at \$3.285 billion compared with a deficit of \$3.179 billion in September 1988. The value of automotive exports and imports declined for the month.

For the 12-month period through September, the deficit was \$45.5 billion, 4.6 percent higher than in the previous 12 months.

The number of passenger cars imported during September declined 15.9 percent from a year ago, falling to 293,270 units with an estimated value of \$3.25 billion. Imports of light trucks increased 11.2 percent for the month to 63,307 units with an estimated value of \$627.7 million.

The number of passenger cars exported during September fell 60.5 percent from a year ago, to 30,769 units with an estimated value of \$392.4 million. The number of light trucks exported in September increased 7.7 percent to 16,568. Light-truck exports were valued at \$205.1 million.

U.S. exports of passenger cars suffered substantial setbacks in some markets. The value of exports to Japan declined 82.3 percent for the month. Passenger-car exports to Canada were down 53.3 percent.

The value of light-truck exports to Canada increased 33.8 percent during September.

U.S. automotive exports dipped 26.0 percent, from an annualized total of 948,046 vehicles as of September 1988, to

701,305 vehicles for the 12 months ended September 1989.

Imports of cars and light trucks also slipped on an annualized basis. The number of vehicles imported for the year ended September 1988 was 5.35 million. That number fell to 5.10 million units for the year ended September 1989.

Imports of passenger cars from Japan were up 9.3 percent in September; truck imports declined 13 percent.

Imports of cars from Canada were down 7.1 percent, while Canada's truck shipments increased 36.5 percent for the month.

U.S. imports of West German cars fell 47.8 percent in September to 12,106 vehicles.

The number of passenger cars shipped from South Korea fell 80.3 percent in September to 9,423 units. South Korea shipped 47,759 passenger cars to the United States during September 1988.

Imports of Swedish cars fell 32.6 percent to 5,829 in September.

Mexico shipped 5,763 cars, a 56.0 percent decline from last year.

Yugoslavia did not export any vehicles to the United States in September.

Car shipments from the United Kingdom were up 24.8 percent for the month to 1,994.

Italian cars registered a 356.5 percent increase for the month, growing to 525 from 115. On an annualized basis, Italian imports are 31.9 percent ahead of last year.

France exported 119 cars to the United States in September, compared with 1,028 a year ago. French imports are 55.5 percent behind last year's annualized tally.

Brazil's car shipments to the United States were down 48.7 percent, to 3,139, in September.

Mark gets plastic hood

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co., showing an increased confidence in plastic body components, will use a plastic hood on its next-generation Lincoln Mark, according to industry sources.

The car — likely to be called Mark VIII — will debut in the fall of 1992 and may be the first Ford car to have a plastic hood. Ford uses a plastic hood on its Aerostar minivan.

Ford had planned to put a plastic hood on the Taurus SHO in the 1988 model year but delayed that project.

Ford also planned to offer a composite bed on its future pickup trucks as part of its PN38 program, which was dismantled last summer.

The company uses plastic for the tailgate of both the Aerostar and the Bronco II sport-utility vehicle and recently built a Taurus concept vehicle using glass-fiber reinforced plastic for the car's main structural elements. The concept Taurus has steel doors, hood, trunk and front fenders.

The Big 3 have been looking at plastic composite materials

metal parts for several years. Plastic is 25 to 30 percent lighter than steel.

General Motors currently uses a plastic hood on its Z-24 Cavalier and four plastic-bodied vehicles — the Chevrolet Corvette, Chevrolet Lumina, Pontiac Trans Sport and Oldsmobile Silhouette.

Chrysler has a fiberglass composite liftgate on its Jeep Cherokee and Wagoneer Limited wagon and is testing plastic body panel manufacturing processes at its New Mack Process Development Center in Detroit.

Industry sources said the Mark VII replacement will be built in Ford's Wixom, Mich., plant beginning in August 1992 with annual production of 30,000. It will be based on the same rear-wheel-drive platform as the Ford Thunderbird and Mercury Cougar.

The new hood will be supplied by GenCorp's Ionia, Mich., plant. GenCorp also supplies the plastic hood on the Cavalier Z24.

Ford has said that it favors using plastic body and structural parts for production runs

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Sept. 1988	Sept. 1989	Oct. 1987-Sept. 1988	Oct. 1988-Sept. 1989
Japan	Export	4,562	471	16,443	16,443
	Import	146,261	159,891	2,148,616	2,148,616
Canada	Export	66,180	24,779	621,573	377,111
	Import	100,507	93,360	1,177,168	1,123,111
West Germany	Import	23,208	12,106	283,285	237,111
South Korea	Import	47,759	9,423	460,043	318,111
Sweden	Import	7,843	5,289	107,994	107,994
Mexico	Import	13,086	5,763	148,016	151,111
Yugoslavia	Import	36	0	38,025	38,025
United Kingdom	Import	1,598	1,994	34,846	29,111
Italy	Import	115	525	6,866	6,866
France	Import	1,028	119	16,856	16,856
Brazil	Import	6,121	3,139	73,975	47,111
Others	Export	7,156	5,519	116,116	141,111
	Import	1,235	1,661	18,800	21,111
Car total	Export	77,898	30,769	754,132	538,111
	Import	348,797	293,270	4,514,090	4,213,111
TRADE BALANCE		(270,899)	(262,501)	(3,759,958)	(3,675,000)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	13,982	15,832	166,333	141,111
	Import	26,798	36,576	268,120	408,111
Japan	Import	28,927	25,185	567,353	427,111
Mexico	Import	2	1,462	39	39
Others	Export	1,397	736	27,581	27,581
	Import	1,181	104	2,745	2,745
Truck total	Export	15,379	16,568	193,914	168,111
	Import	56,908	63,307	838,257	877,111
Trade balance		(41,529)	(46,739)	(644,343)	(709,000)
Car and truck total	Export	93,277	47,337	948,046	706,111
	Import	405,705	356,577	5,352,347	5,090,111
TRADE BALANCE		(312,428)	(309,240)	(4,404,301)	(4,384,000)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x \$1,000)

Passenger cars

Country	Trade	Sept. 1988	Sept. 1989	Oct. 1987-Sept. 1988	Oct. 1988-Sept. 1989
Japan	Export	\$ 52,236	\$ 9,233	\$ 205,160	\$ 24,111
	Import	1,348,476	1,583,404	19,691,643	20,777,111
Canada	Export	675,773	315,886	6,342,149	4,401,111
	Import	1,136,407	1,027,774	13,081,498	12,611,111
West Germany	Import	541,917	314,568	6,886,977	5,661,111
South Korea	Import	264,067	64,181	2,457,120	1,871,111
Sweden	Import	126,239	89,461	1,673,203	1,741,111
Mexico	Import	111,584	51,300	1,268,066	1,311,111
Yugoslavia	Import	108	0	100,883	100,883
United Kingdom	Import	53,930	65,470	986,324	986,324
Italy	Import	4,489	12,316	156,293	24,111
France	Import	11,854	1,315	178,174	178,174
Brazil	Import	36,196	19,512	411,595	28,111
Others	Export	89,054	67,293	1,493,296	1,831,111
	Import	18,302	25,661	295,733	39,111
Car total	Export	817,063	392,412	8,040,605	6,441,111
	Import	3,653,569	3,254,963	47,187,508	45,901,111
Trade balance		(2,836,506)	(2,862,551)	(39,146,903)	(39,460,000)

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	\$ 145,540	\$ 194,726	\$ 1,669,362	\$ 1,669,362
	Import	306,986	446,997	2,980,584	4,901,111
Japan	Import	177,800	142,101	3,240,014	2,991,111
Mexico	Import	1,301	18,142	7,515	7,515
Others	Export	14,569	10,389	344,338	27,111
	Import	16,284	20,500	159,467	159,467
Truck total	Export	160,110	205,115	2,013,699	1,991,111
	Import	502,372	627,740	6,387,580	8,001,111
Trade balance		(342,262)	(422,625)	(4,373,881)	(6,010,000)
Car and truck total	Export	977,173	597,527	10,054,304	8,431,111
	Import	4,155,941	3,882,703	53,575,088	53,901,111
VEHICLE TRADE BALANCE		(3,178,768)	(3,285,176)	(43,520,784)	(45,470,000)
TOTAL U.S. Merchandise trade (customs value)	Export	27,578,100	31,136,700	307,787,700	356,811,111
	Import	36,750,400	39,078,600	433,305,200	467,811,111
TRADE BALANCE		(9,172,300)	(7,942,500)	(125,517,500)	(111,000,000)